

Sale Goods for  
Cash Only.

# The Evening Herald

Doors Open at  
2 p. m.

SECTION TWO

ALBUQUERQUE, NEW MEXICO, SATURDAY, JANUARY 15, 1916.

SECTION TWO

## The Golden Rule Dry Goods Company

### ANNOUNCES

# Monday, January 17, 2 o'Clock

## SPECIAL OPENING HOUR OF OUR GREATEST ANNUAL

### MID-WINTER CLEARANCE SALE

## CASH WILL BE THE WATCHWORD FOR THESE GENUINE Bargains

Consisting of Women's Ready-to-Wear, Shoes, Dry Goods, Notions, and Men's and Boys' Clothing and Furnishings  
The Greatest and Best Value Giving Sale in the Great Value Giving History of this Store

We Do  
What  
We  
Adver-  
tise

### A Sale So Far Reaching In Magnitude—So Sweeping

in its drastic price cutting—so complete in every detail, that all other sales sink into oblivion when compared with this—a sale that means thousands of dollars saved to economical buyers. The largest, most complete and best assorted stocks thrown on the market with orders to sell—sell—sell—reserve nothing. Every item pertaining to winter wear must be closed out. Prices ruthlessly slaughtered. The Golden Rule has held great sales before, but never in our history such a whirlwind clearance of all winter merchandise as this.

We Do  
What  
We  
Adver-  
tise

### Clearance Sale of Fine Silks, 69c yd.

Not "REMNANTS" but all you want. A great combination sale of very desirable silks, the greatest variety and best quality ever seen at the price. This splendid assortment includes the following kinds and values:

- 36-in. Silk Poplin, assorted shades, worth \$1.00 yard.
- 36-in. Silk Taffeta, assorted shades, worth \$1.25 yard.
- 36-in. Black Satin Messaline, worth \$1.00 yard.
- 36-in. Black Silk Taffeta, worth \$1.00 yard.
- 24-in. Fancy Trimming Silks, values to \$2.00 yard.
- 22-in. New Roman Stripe Silks, values to \$1.25 yard.
- 24-in. Fancy Messaline, newest designs, values to \$1.50 yard.
- 24-in. New Satin Persians, newest designs, values to \$1.50 yard.
- 36-in. New Silk Figured Crepes, delicate shades, and the famous Cheney Foulards, values to \$1.50 yard.

and remnants of assorted shades of finest satin messalines. Values to \$1.25 yard. This mammoth line of fine silks.

On Sale MONDAY  
at 2 o'clock at . . . . . **69c yard**

**\$8.95** Suits, Coats, Dresses **\$8.95**  
FOR WOMEN

The Grand Finale in  
Ready-to-Wear Gar-  
ments. All new styles.  
Values to \$35

# \$8.95

Over 100  
Garments in This Lot  
to Select From

COATS in this lot consist of all wool novelty mixtures, corduroys in navy, brown and black and black fur fabrics. Many styles to select from.

SUITS of fine wool poplins, serges and gabardines, plain tailored and some with fur collars. Colors brown, navy, black and green.

**\$8.95** DRESSES of crepe de chine, serge  
and taffeta combinations, and  
serges, fur trimmed, in navy,  
black and brown. **\$8.95**

### A SPECIAL CLEARANCE SALE of All Odds and Ends of Finest Silks and Satins

Consisting of elegant satin charmeuse, crepe meteor, fancy satins and silk crepes in nearly every wanted shade; all 40 inches wide. Values to \$2.50 yard. Silks very suitable for afternoon and evening wear.

The Whole Beautiful Assortment at . . . . . **\$1.00 Yard**

ON SALE FRIDAY, JANUARY 21st, AT 9 O'CLOCK A. M.